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## County of San Diego

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April 5, 2005

Dear Ramona Town Center Workshop Participant,

The County of San Diego would like to thank you for your participation in the series of town center workshops that we have hosted over the past year and a half. Attached is your input from the workshops held in January, 2005, along with the written information that was available at each of the prior meetings.

For your convenience, we have also created a web link to this information and to additional materials from the workshops. This link may be accessed via the County of San Diego General Plan 2020 website:  
<http://www.sdcountry.ca.gov/cnty/cntydepts/landuse/planning/GP2020/comm/ramona.htm>

As indicated at the January workshops, the next phases of the Ramona Town Center project will involve work with a technical team to create the basis for Design Standards and a comprehensive town center Plan. On March 23<sup>rd</sup>, 2005, Supervisor Dianne Jacob directed the creation of the Ramona Village Design Committee. Supervisor Jacob also appointed members who have been actively involved in this process to date. The Steptner Design Group will begin work with this committee in the upcoming weeks.

The village plan and design standards will be based on the information discussed and gathered at the workshops including your input and County criteria shared at those meetings. Updates on the meetings with this technical committee will also be available on our website.

As noted in the attached, the Ramona town center plan and process will be modeled after the Fallbrook Economic Revitalization Plan, which was adopted by the Board of Supervisors in March of 2000. While the two communities each have a distinct and unique character, we have enclosed several recent newspaper articles on the Fallbrook effort to provide a sense of the progress on that project and the related possibilities for Ramona.

Please contact Dahvia Locke at (858) 495-5873 or [dahvia.locke@sdcounty.ca.gov](mailto:dahvia.locke@sdcounty.ca.gov) for more information. We welcome your questions and comments.

Sincerely,

Dahvia Locke  
Planner II

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## OCTOBER 5<sup>th</sup>, 2004

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On October 5<sup>th</sup>, a comprehensive workshop was held to address housing, parks, circulation, and commercial and industrial land uses.

**Exercise:** Staff provided a diverse set of land use and circulation concepts as a starting point for community discussion. Workshop participants formed teams by topic area and presented their ideas to the larger group for comment.

**Outcomes:** Input was received on all topics with limited suggestions with respect to housing. The ideas generated in each group were combined into a single land use concept presented at the next meeting on October 27<sup>th</sup>.

## **ARTICLE - RAMONA SENTINEL -Ramona Town Center Workshop - October 5. 1004**

Some 30 Ramona residents met at the Senior Center on October 5 to take the next steps toward determining the future look and feel of their downtown area. The occasion was the third in a series of Village Design Workshops that began in the summer of 2003. The first two workshops established a vision for the town center, along with a number of specific recommendations as to how to fashion the vision. Capital improvement projects were also suggested.

In mid-September over 25 local organizations were formally invited to name a representative to serve on the Ramona Village Advisory Council. Attendees at the earlier workshops and the public were also invited to the October 5 meeting. It was designed to let the community work with more technical land use tools to begin implementation of the ideas from the earlier workshops. The focus was to refine the proposed land use regulations and the circulation network in the town center. Some key recommendations that were up for discussion were; fostering a mix of uses in the town center, developing a "mini-bypass" along B and D Streets and creating pocket parks.

There were a half-dozen County planners from the Department of Planning and Land Use on hand to assist in the process. At least six members of the Ramona Community Planning Group were present, as well.

After introductory remarks by Dahvia Locke, County Planner, and Bryan Woods, Ramona businessman and Planning Commission member, the attendees split into groups to work on different aspects of the earlier recommendations. Topics for the sub-groups were; Mixed Use development, Housing, Circulation, Pocket Parks and Industrial Land. Each team was given materials and maps to assist them. In some cases they were presented with three alternative designs to facilitate discussion.

After about an hour of work, each of the sub-groups made a short presentation. Among the suggestions was the establishment of three commercial zones along Main Street. An expansion of Old Town was proposed, with mixed-use development including senior housing. One or more parking garages were envisioned. It was suggested that the westernmost part of downtown be designed to accommodate parks, cafes and other attractive developments, eliminating less pleasant activities such as car lots.

It was suggested that new light industrial activities be placed along Pine Street (SH78) north as far as Cedar Street. To protect nearby residents and minimize visual impacts, all such developments would be shielded from view by wide, landscaped "berms." There was some discussion of the need to provide an appropriate place for business activities such as recreational vehicle repair and storage that must be outside.

As always, in the area of traffic circulation, the pressing need for a South Bypass to allow Country Estates motorists to avoid downtown was the primary concern. It was pointed out that good progress is being made with the design for the western part of the bypass, and that some right-of-way has been purchased. It was suggested that the mini-bypass proposed for downtown be extended much further west than originally proposed. The proposal for medians on Main Street was recommended, too.

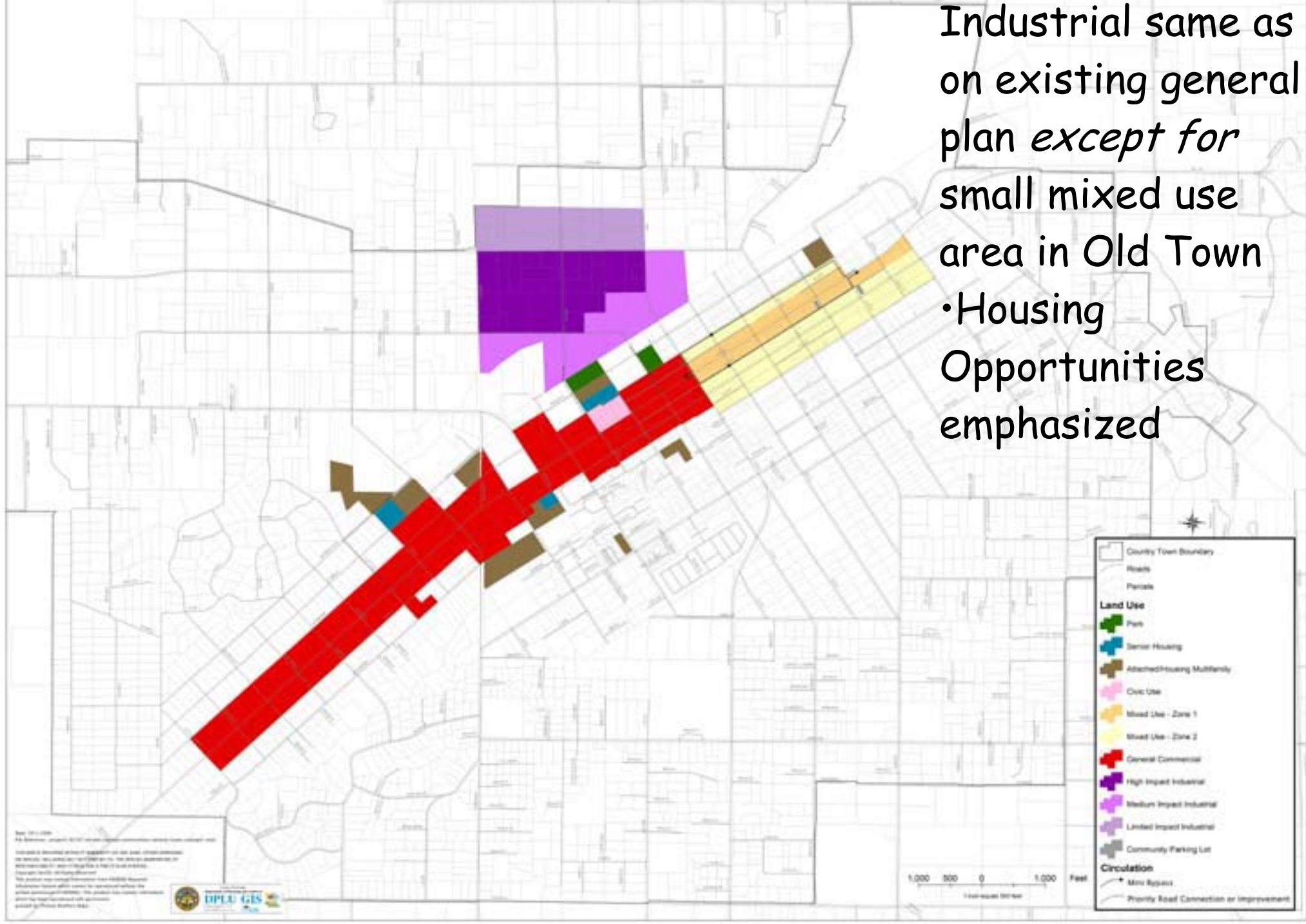
All of the suggestions from the workshop will be correlated and formalized by County staff and will be brought back to the Advisory Council at a public follow-up meeting here on October 20. That meeting will begin at 7:00pm to allow more citizens to attend.

A major end product of the Village Revitalization work will be a set of Ramona-specific zoning regulations. This will ensure that downtown Ramona will be developed as its citizens want it to be, rather than under the County's blanket - "one size fits all" - zoning code. As Bryan Woods pointed out in his opening remarks, Fallbrook has recently completed such a process. He suggested that if interested Ramonans wished to take a tour there to see the results, he would arrange it.

## Ramona Town Center – Concept One

Concept provided by staff as a starting point for input.

- Commercial & Industrial same as on existing general plan *except for* small mixed use area in Old Town
- Housing Opportunities emphasized



## Ramona Town Center – Concept Two

Concept provided by staff as a starting point for input.

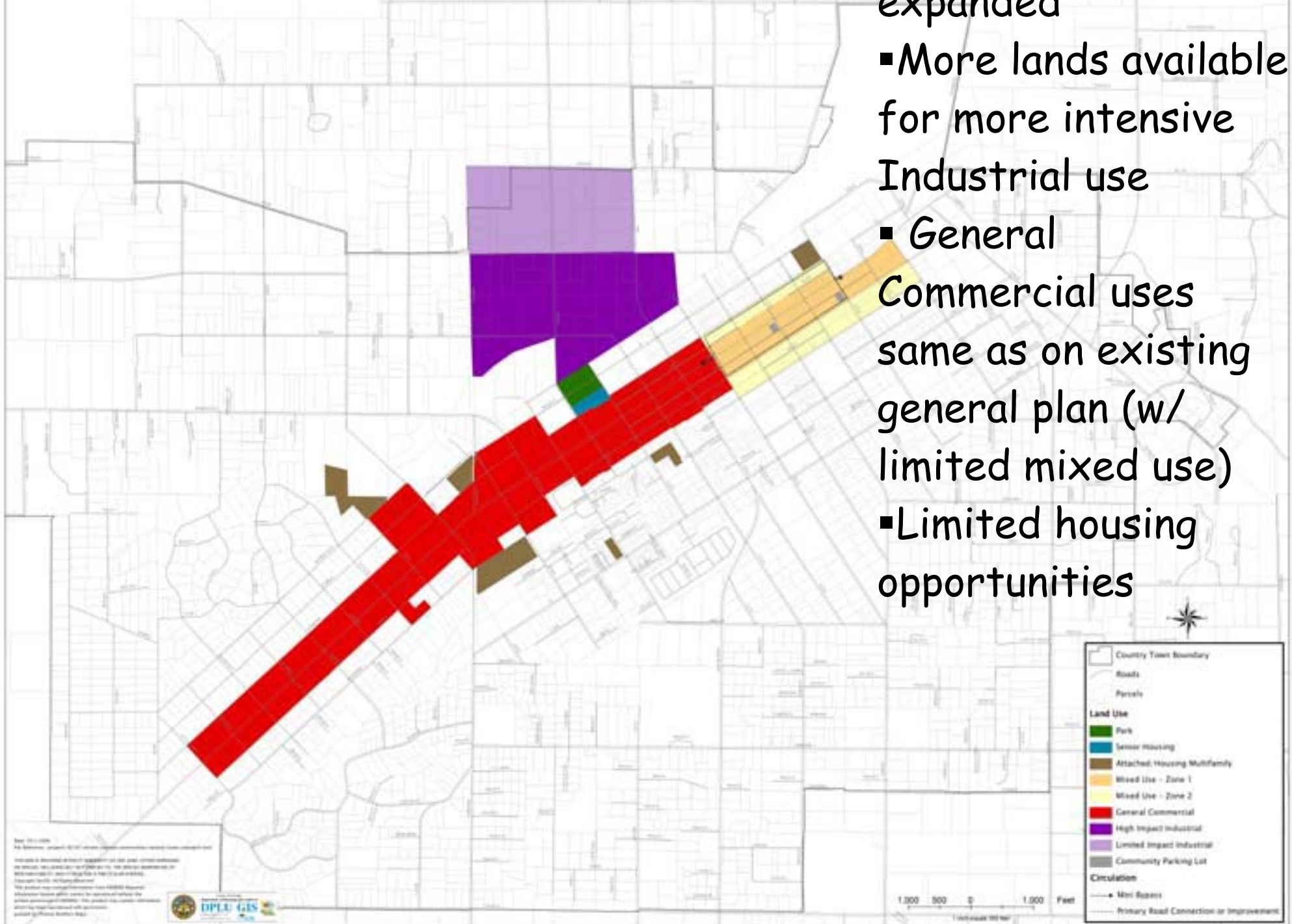
- Civic Center  
w/ parks
- Large mixed-  
use district
- Additional  
mixed use node
- Limited  
General  
Commercial
- Industrial  
same as on  
existing general  
plan



## Ramona Town Center – Concept Three

Concept provided by staff as a starting point for input.

- Industrial Lands expanded
- More lands available for more intensive Industrial use
- General Commercial uses same as on existing general plan (w/ limited mixed use)
- Limited housing opportunities



## GENERAL TOWN CENTER CONCEPT- Generated at workshop on October 5<sup>th</sup>, 2005

Below is a description of the community concept for Ramona's town center. The vision emphasizes a pedestrian-friendly, well-designed, unique village area. A mixed-use environment supports retail and offices uses and attracts local residents and tourists. The availability of a range of attractive housing types creates the opportunity and desire to live in the heart of the community at various life stages. Local employment options are available in an industrial area as well as in the town center. Transportation network is structured to support all land uses.

### COMMUNITY CONCEPT

#### Mixed Use & Commercial

Emphasize mixed use areas. Create three different tailored mixed-use zones. Limit auto-oriented commercial uses to existing general location.

MIXED USE ZONE	Primary Use	Secondary Use	Prohibited Uses
Zone 1	<ul style="list-style-type: none"> <li>Small-Medium Scale Commercial &amp; Retail</li> </ul>	<ul style="list-style-type: none"> <li>Office/ Professional</li> <li>Residential</li> </ul>	<ul style="list-style-type: none"> <li>Industrial</li> <li>Large-scale Commercial requiring auto-oriented design</li> </ul>
Zone 2	<ul style="list-style-type: none"> <li>Office/ Professional</li> <li>Residential</li> </ul>	<ul style="list-style-type: none"> <li>Residential</li> <li>Office/ Professional</li> </ul>	<ul style="list-style-type: none"> <li>Industrial</li> <li>Commercial- <i>other than neighborhood-serving</i></li> </ul>
Zone 3	<ul style="list-style-type: none"> <li>Small-scale Commercial</li> <li>Equestrian-oriented Commercial</li> <li>Restaurants</li> </ul>	<ul style="list-style-type: none"> <li>Residential (<i>Set back off of Main Street</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Industrial</li> <li>Large-scale Commercial</li> </ul>

## Industrial

Expand medium and light industrial opportunities to the north. Create an employment "district" that is supported by the transportation network and buffered from residential areas by use type as well as site and architectural design standards.

## Transportation

### ▣ Mini-Bypass

Create two mini-bypasses supporting the two general mixed-use areas. These bypasses should be studied initially as one-way couplets along B & D and along Kelly & Vermont Streets.

### ▣ Road Connectivity

Priority road connections and improvements include connections from Vermont and Kelly to Main Street.

Transportation corridors include continuing Maple North and connecting to Poplar. Other priority road connections delineated in Ramona Road Master Plan.

## PROPOSED MODIFICATIONS TO COMMUNITY CONCEPT

**Community Parks-** Active and/ or passive parks added in three locations based on Design Workshop recommendations. Area surrounding Santa Maria Creek protected for passive recreational uses as the Santa Maria Linear Park.

**Community Parking Lots-** Three possible locations added off of Main Street for further study.

**Industrial-** Remove or relocate Heavy Industrial uses out of the floodplain. Replace these designated uses with low density to protect natural resources and create opportunities for passive recreation along Santa Maria Creek.

**Housing-** Locations for varied housing types added. Opportunity for further discussion.

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## OCTOBER 27<sup>th</sup>, 2004

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Staff returned to Ramona on October 27<sup>th</sup> to review information gathered at the workshop held on October 5<sup>th</sup>.

**Exercise:** As a group, community members revisited several concepts that had been discussed at the prior meeting, including the location and type of industrial lands and housing, as well as the general idea of mixed use.

**Outcomes:** Consensus was not reached on these central topics. The community requested additional meetings to discuss each of these items separately and in greater detail.

As a part of General Plan 2020 community outreach, General Plan staff hosted meetings to further discuss industrial land uses. Staff scheduled December town center workshops in order to plan for community housing needs and to explore the idea of mixed use along portions of Main Street and/ or parallel streets.

County staff clarified that providing more varied housing types is an important planning goal identified by the community and by regulatory agencies (County of San Diego and the State of California). However, it is entirely up to the community to determine if or how the mixed-use concept will be applied to Ramona.

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## DECEMBER 6<sup>th</sup>, 2004

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On December 6<sup>th</sup> and 13<sup>th</sup>, the public continued discussions regarding housing and mixed use in the community. At the request of the community, an outside consultant, Michael Young of the Steptoe Design Group, facilitated the meeting.

These workshops were primarily forums for the community to examine information about these issues and to provide input regarding their desires and concerns. Visual surveys, along with other tools for defining the rural vision of the community, were utilized to address community concerns at the January workshops.

**Exercise:** Staff presented images and information related to housing and mixed use. Community members expressed their vision and their concerns about planning for change in the town center. The consultant and Staff documented these comments for discussion at the subsequent meeting.

**Outcomes:** A broader understanding of the planning context began to emerge from this discussion, specifically factors that could and could not be altered through the town center planning process. Achieving consensus on some of these basic tenets helped to focus the discussion at the remaining workshops.

# RAMONA HOUSING WORKSHOPS

## December 6, 2004- Workshop Notes

### Background

On December 6, 2004, the County of San Diego hosted a public workshop in Ramona. The meeting was to be the first in a short series of workshops focused on addressing future housing issues in Ramona, including:

- The community's desire to create design standards for housing (Ramona Village Visioning Workshops, 2003-2004);
- The community's expressed interest in mixed-use (Ramona Village Visioning Workshops, 2003-2004);
- The County of San Diego's requirement to meet state-mandated affordable housing requirements (based solely on allowable residential density).

The workshop was held from 7-9pm at Ramona Elementary School. Approximately thirty-three community stakeholders attended the meeting.

### Process

County staff presented anticipated state housing requirements, which have not yet been fully determined for the County of San Diego or for the community of Ramona. The County plans to seek special exceptions to some of the anticipated state requirements. Staff will have more specific information on the amount and nature of non-single family housing types that will be required (by density) upon response from the state (see presentation at:

<http://www.sdcountry.ca.gov/cnty/cntydepts/landuse/planning/GP2020/pubs/pdfs/hsgpres.pdf>).

At the suggestion of community members, independent Planning consultant, Michael Young of the Stepner Design Group, was invited to facilitate the workshop. Mr. Young engaged with the community in a discussion of community interests and concerns regarding the citizens' interest in and concerns about additional non-single-family housing and mixed use. While the dialogue was focused on issues directly related to the provision of housing, community members commented on a range of topics with varying degrees of relevance to this issue. Citizen comments were documented on a large flip chart. Statements included on the Flip Chart comments listed below (Figure A).

### Outcomes

The community members expressed a desire to create design standards versus retaining existing design guidelines. This topic was to be discussed in more detail at the next workshop. They also stated concerns about the capacity of local infrastructure to support existing and future populations. The next workshop was also established as an opportunity at which information would be provided regarding the planning processes whereby these concerns could be addressed most effectively.

Decisions were not made regarding the appropriateness of mixed use or of greater allowable building heights in the community. County staff clarified that the County *does not* have a mandate to implement mixed use or to allow for three-story buildings in the community. These are opportunities available *if* the community chooses to utilize them. One exception is that three-story allowances in limited locations off of Main Street could be required if state housing mandates remain inflexible. The County is taking steps to request exceptions from more stringent State regulations.

## Figure A- 12/06/04 FLIP CHART COMMENTS

- ✓ Growth is Inevitable (state mandate)
- ✓ Estimated 246 non-single-family units (?)
- ✓ State Housing Element Requirements
- ✓ Don't push traffic down to two lanes
- ✓ Government...
- ✓ Are we "building the roof" first?
- ✓ Lack of streets and other infrastructure
- ✓ Problem of growth
- ✓ Too much for Ramona
- ✓ Suspicions borne of past performance
- ✓ 26+ mtgs...(?)
- ✓ Mixed use is problematic in Ramona
- ✓ "Old Town"/ "New Town"- Unified Architecture
- ✓ Restrict height to maintain character
- ✓ Need for infrastructure
- ✓ Have new higher density fit into character
- ✓ Mixed use is not what Ramona has thus far experienced
- ✓ Improve Guidelines
- ✓ 3 Story? (Out of character)
- ✓ High density?
- ✓ Secondary units, "granny flats"
- ✓ Have specific pictures that are examples
- ✓ Ramona-specific zoning regs.
- ✓ Minimum standards all along Main- include non-historic
- ✓ You can say "Yes" OR "No" to:
  - Mixed-use
  - 3-story, etc...
- ✓ Change guidelines to STANDARDS
- ✓ Ramona- Can Planning Group say "yes" or "no"....YES
- ✓ 20 yrs. ago former County planning efforts- "Office Professional" did *not* work
- ✓ Count secondary units throughout Planning Area (state won't allow)
- ✓ Existing Office/ Professional still there.
- ✓ A.D.A. regulations require elevators @ 2-story except if you have residential. 3-story need not be bad.
- ✓ "D" Street might be a good candidate
- ✓ Employ special use/ variances to address extraordinary (atypical) projects
- ✓ Take control of process
- ✓ Additional units mean additional electric and water- Where?
- ✓ Can't stop growth BUT.....we can control it. But need standards and not just guidelines.
- ✓ Developers will max. out
- ✓ We have a chance to de-code
- ✓ State highway- bypass?
- ✓ INFRASTRUCTURE
- ✓ Traffic
- ✓ 1986-87 Ramona went through design guideline exercise
- ✓ Specifics save time and help assure retention of character
- ✓ Density
- ✓ 2001 affirmed a moratorium
- ✓ You can enforce standards by law
- ✓ Need to be penalties, etc. in 20/20
- ✓ Lot-by-lot plan?
- ✓ Shade trees
- ✓ "Smart Growth" inevitable?
- ✓ Zoning changing?
- ✓ Have managed growth
- ✓ ½ plan is traffic
- ✓ Zoning and land use
- ✓ "Openness" should be retained
- ✓ Low income in this community can be ranch-hand and second units (Maybe... depends on state)

*Through group dialogue at Ramona Town Center Housing Workshop, a number of desires and concerns were expressed about Planning for the Town Center. These are identified below in terms of those factors that are not changeable and those that the community is willing and able to influence. The following graphics also illustrate the “who, what, when, and where” related to some of the issues presented.*

**“ESTABLISHED REALITIES”**  
***FACTORS that are NOT CHANGEABLE***

- **Growth is inevitable** (Population trends, State Housing Mandates, lack of support for moratorium)
- **General Plan 2020 Planning Concepts and Land Use Map Accepted**  
Map will support the approximate population allowed in a more compact growth pattern. (Board of Supervisors, GP2020, 2004)
- **Infrastructure Deficit**  
The existing infrastructure deficit will not be repaired overnight. Funds to address needed infrastructure will be available in this growth cycle via Transnet. The Transportation Impact Fee (TIF) program will require developers to pay for future infrastructure needs.
- **\$50,000 for Revitalization Plan- *Must be spent by July, 2005***  
This money must be spent by July, 2005 or it will no longer be available.

**“COMMUNITY OPPORTUNITIES”**  
***FACTORS that the COMMUNITY CAN SIGNIFICANTLY INFLUENCE***

- **WHERE Growth Occurs-** Specific locations for different housing types (GP2020 Residential densities & Ramona Revitalization Plan- Ramona Housing Workshops)
- **HOW the town center grows-** The look, feel, and detailed characteristics of the built environment as it evolves (Ramona Revitalization Plan-zoning & design).
- **WHAT Infrastructure Network is planned** **ROAD NETWORK PLANNING, SPRING 2005**  
A community road network planning process will begin following the completion of the land use distribution map. The road network is mandated by law to be adequate to support planned land uses. Infrastructure cannot be addressed until land use is completed.

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## DECEMBER 13<sup>th</sup>, 2004

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The December 13<sup>th</sup> meeting served as a continuation of the December 6<sup>th</sup> workshop.

**Exercise:** Planning consultant, Michael Young, presented a slide show of images from the community to initiate a dialogue about community character. The intent of the presentation was to gather input on many of the assets that are valued by the community, and to determine how these can be supported through the town center plan.

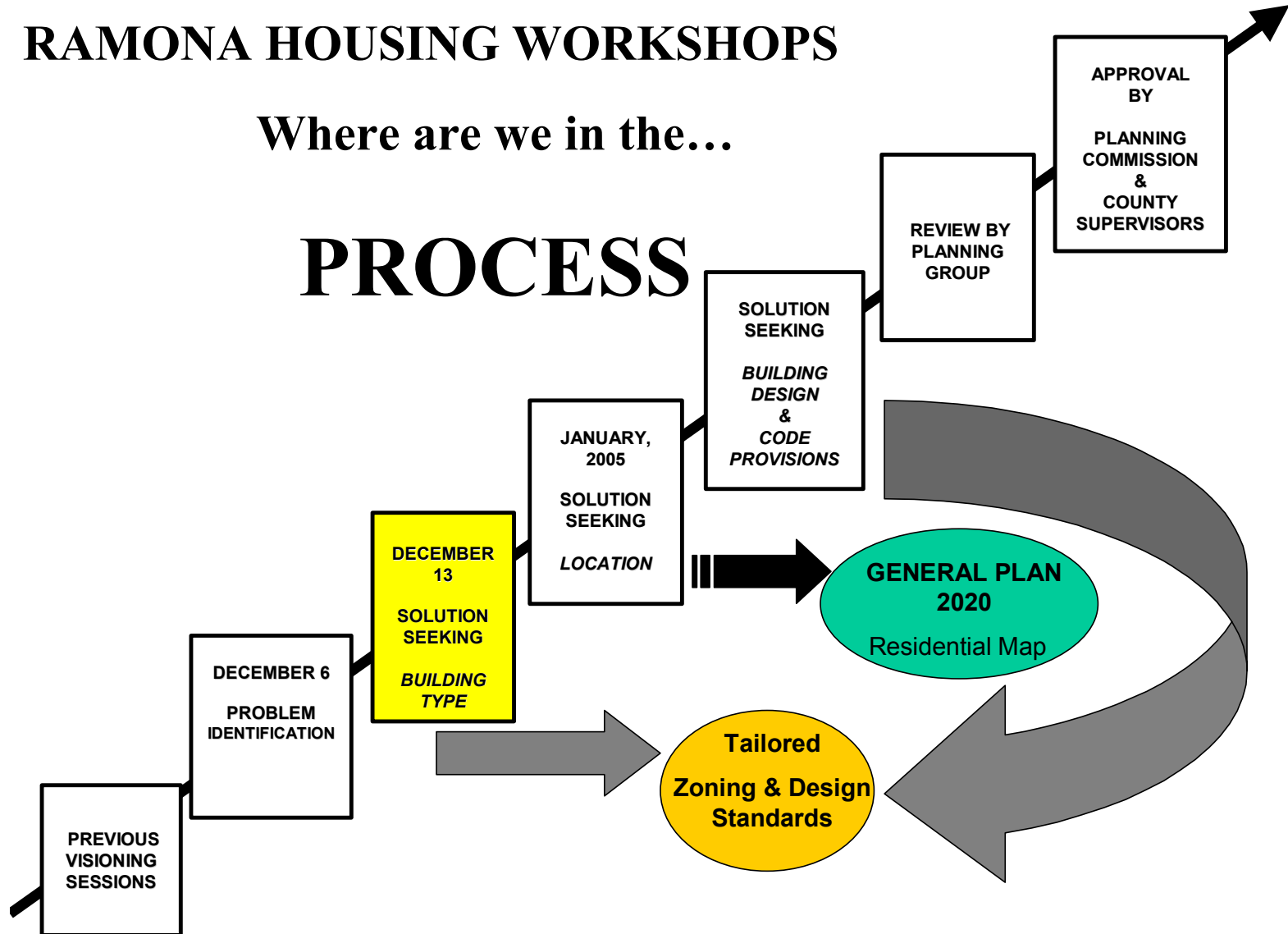
Discussion regarding land uses on Main Street ensued, primarily focused on mixed use, building height and levels, and housing. No decisions were made regarding these items.

**Outcomes:** No decisions were made at this meeting. Further discussion solidified the fundamental planning framework and process.

# RAMONA HOUSING WORKSHOPS

Where are we in the...

## PROCESS



# RAMONA- COMMUNITY CONCERNS

## *Ways to Get Involved*

### **GROWTH:**

- **State of California**

Department of Housing &  
Community Development

[www.hcd.ca.gov/](http://www.hcd.ca.gov/)

- **San Diego County  
SANDAG**

Regional Comprehensive Plan

Contact:: SANDAG (619) 699-1900

- **County of San Diego**

**General Plan 2020**

Contact: Neal LaMontagne (858) 694-3710

### **INFRASTRUCTURE :**

#### *Planning*

- **General Plan 2020**

Traffic Planning

Contact: Neal LaMontagne

- **Ramona Road Master Plan**

Contact: Bob Goralka (858) 874-4202

#### *Funding*

- **SANDAG**

- **County of San Diego**

**Department of Public Works**

Transportation Impact Fee Program

Contact: Jeff Bosvay (858) 694-3266

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## JANUARY 19, 2005

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The focus of the January 19<sup>th</sup> workshop was to select site and architectural design features that will apply to residential areas in Ramona's town center.

County staff recapped the discussions from the 2003 summer design workshops, at which the local need for housing choice was expressed. A housing specialist from the County planning staff provided a presentation on foreseeable state regulations regarding the provision of housing in the region. This presentation is available on the County website.

**Exercise:** Workshop participants viewed a series of images of single family and attached housing and commented on the design features that are appropriate or inappropriate for Ramona.

**Outcomes:** Site and architectural design preferences were established. These will be incorporated into design standards for the community and will be reflected in other relevant documents, such as the anticipated comprehensive plan for Ramona's town center.

# **RAMONA TOWN CENTER PLANNING**

## **Questions and Answers**

### **Q: What is the Ramona Town Center Planning Effort?**

The Ramona Town Center (or “Village”) planning process has been a community-based effort to comprehensively plan the way that Ramona’s core will look and feel, and the services that will likely be provided there over the next twenty years. This effort began as a result of the Ramona Village Design Workshops held in the summer of 2003.

At these widely attended workshops, participants voted to follow Fallbrook’s success and seek funds for the development of a tailored town center zoning plan. The creation of custom zones and a true comprehensive plan for this area would give the community greater control in determining the appearance, uses, functionality and overall character of Ramona’s town center as the “heart” of the community. The County of San Diego received a \$50,000 grant to begin developing such a plan based on the fundamental concepts generated at the workshop.

### **Q: How is this separate from the planning efforts typically reviewed solely by the Ramona Community Planning Group?**

The Town Center planning effort emerged from broad-based community workshops that were attended by over 100 stakeholders and representatives from organizations throughout the community. Issues discussed ranged from the design of businesses and housing, to the form of circulation and recreation networks. Many of the ideas formulated build upon existing planning efforts such as the Ramona Road Master Plan, General Plan 2020, and others included on the Ramona Revitalization Steering Committee list\*.

Consistent with many design efforts around the nation and locally (i.e., Fallbrook), this effort was seen as significant and far-reaching enough to warrant a unique forum separate from the Planning Group meetings in order to get extensive and representative input on the project. Planning Group members are invited to participate and many have been an active part of this process. The Planning Group will have the opportunity to formally review and comment on the project as it develops.

### **Q: How does housing- particularly multi-family housing, relate to the Town Center Planning effort? How does it relate to General Plan 2020?**

#### ***Ramona Town Center- Housing Planning Process***

The Ramona Housing workshops have been held to provide the community with the opportunity to develop creative ways to address issues brought up at the Ramona Design Workshops.

Residents posed a number of questions in discussions at the workshops, including;

- 1) Where am I going to live in the community as I age?
- 2) Where can my children afford to live in Ramona and still enjoy our local quality of life?
- 3) How can we make our town center a place where Ramonans actually *want* to live, visit, and take pride in?

*\*The Ramona Revitalization Steering Committee is a separate body of representatives from local organizations who meet regularly with Supervisor Dianne Jacob to discuss their progress on priority projects.*

At the Design Workshops, the community developed goals to address these concerns:

- 1) The community expressed a desire to provide local senior housing. The existing general plan and zoning do not facilitate this goal.
- 2) The creation of attainable housing. The development of homes on smaller lots or attached homes with attractive design with local charm was supported in order to encourage investment in the town center and to create housing opportunities primarily for young families, single people, and “empty-nesters”.

Achievement of these goals would also establish the structure for neighborhoods with pedestrian access to the town center and to recreational amenities. The Ramona Housing Workshops provide a forum for the greater community to chart the path toward these goals.

#### *GP2020 Residential Land Use Map*

The General Plan 2020 sets the maximum number of dwelling units permitted per acre (density). “Density” is a general planning tool that allows Planners to determine the amount of population that can be supported in a given area. Density provides basic information as to the amount and location of infrastructure and services required to sustain a population. While density must be sufficient to support the types of housing desired, density alone does not provide an idea of how homes will look, who will live there, or how it will integrate into the surrounding area. These details must be further determined by the zoning regulations and design standards.

GP2020 has established residential densities for most of the region, with the exception of areas like Ramona’s town center. The purpose of this has been to provide the opportunity for the community to give meaningful input on the type and location of housing opportunities that will be created to meet the community’s stated goals (senior and attainable housing). In addition, recent State-mandated legislation regarding density have set initial requirements that must be considered in the Town Center Housing planning process.

#### **Q: Why are we moving forward with this process now instead of waiting for the zoning update to occur along with other communities?**

The County must spend the \$50,000 grant for the initial development of a tailored zoning plan by July of 2005. Staff and hired consultants must get to work on the technical components of this plan. The basic characteristics of local housing and its relationship to other aspects of the town center revitalization will be a fundamental part of this plan. It is critical to obtain extensive local public input on this component in order to realize a plan that reflects the greater vision outlined by the community.

#### **Q: What are the next steps in this process? How can I remain involved?**

The community has set the framework for the Plan through the Ramona Design and Housing Workshops. The Ramona Village Design Committee will work on the details of the Plan including zoning, design, and elaboration on identified capital improvement projects. Information on the Town Center planning process and on General Plan 2020 will continue to be available to the community through updates at significant junctures and on our website at: [sdcounty.ca.gov/Planning/GP2020/Communities/Ramona](http://sdcounty.ca.gov/Planning/GP2020/Communities/Ramona).

## General Plan 2020 Land Use Distribution Map

The General Plan 2020 Residential Density Map for Ramona establishes the land use patterns for Ramona. This is described in terms of land use type and intensity (residential density, commercial and industrial intensity of use, etc.). The General Plan is made up of several components that are *required by law to be consistent*.

### Land Use Map

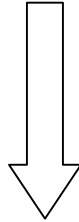
Sets the location and intensity of land uses, including residential densities and commercial and industrial uses.

### Circulation Network

The Circulation Element includes a road network plan that must be legally consistent with the land use plan. Roads are prioritized, then implemented based on funding.

### Regional Elements & Community Plans

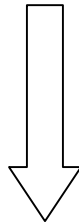
Written Regional Elements outline regional goals and implementing policies. Plans for each community state local goals.



## Zoning

### (Tailored Zoning for Ramona Town Center)

Many of the specifics of development will be outlined in the Zoning Ordinance. These details include minimum and/ or maximum setbacks, building height, etc. Generally, these are somewhat simple and uniform in residential areas outside of the town core. Because of the variety and proximity of uses in the town center, this area may have a need for tailored zoning regulations. These will paint a clear picture of exactly how development should occur, including highly specific information on allowed uses, building types, setbacks, and other features. Communities such as Fallbrook have created custom zoning ordinances for their town centers in order to preserve and foster a distinctive community character.



## Design Standards

### (Design Standards for Town Center)

Design standards set the extremely detailed regulations related to architectural and site design for structures in the town center. Existing Design Guidelines provide “suggested” design criteria for buildings in some parts of the town center where structures must be reviewed by the Ramona Design Review Board. However, developers are not required to meet these criteria. The implementation of Design *Standards* would mandate that set criteria are met in areas where the Standards are applied.

## **Ramona Village Housing Workshops**

Wednesday, January 19th and Thursday, January 20th, 2005  
Mt. Woodson Elementary School

### **Workshop I- Wednesday, January 19, 2005 6:30-9:00pm**

Review of Previous Workshops & Ground Rules & New Approach (order of q&a, timer, etc.)

Objectives:

- √ Understanding State Housing Element requirements  
(Presentation by County Staff- Rosemary Rowan)
- √ Housing Types & Density
- √ Photo Exercise- Determine Specific Fundamental Design Elements appropriate for Housing Types in Ramona

### **Workshop II- Thursday, January 20, 2005 6:30-9:00pm**

- √ Ground Rules
- √ Re-Cap of Previous Meeting









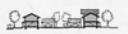







Objectives:

- √ Determine Locations of Housing Types based on:
  - Community Needs/ Desires & Anticipated Mandates
  - Surrounding Land Uses
  - Site characteristics
- √ Determine particular design/ zoning features for specific areas

# HOUSING TYPE EXAMPLES

Taken From "Explaining Residential Density"  
By John G. Ellis

Maximum Density Range  
for Ramona\*  
25-30 du/ ac

Residential Density Matrix								
	Single Family Detached	Semi-Detached w/ In-Law Unit	Front Loaded Row Houses	Rear Loaded Row Houses	Stacked Rowhouses	Stacked Flats	Midrise Stacked Flats	Highrise Stacked Flats
	(2 Story) Alley Loaded	(2-3 Story) Alley Loaded	(3 Story) Front Loaded	(3 Story) Rear Loaded	(4 Story) Rear Loaded	(5 Story) 1 Level Podium	(below 8 Stories) 2 Level Podium Below Life Safety	(above 8 Stories) 3 Level Podium Above Life Safety
								
								
Density Dwellings/ Net Acre	10 DU/ AC	15 DU/ AC	20-25 DU/ AC	25-30 DU/ AC	30-35 DU/ AC	35-45 DU/ AC	45-75 DU/ AC	75-125 DU/ AC
Parking Type	2 Car Garage	1 Car per Dwelling	1 Car per Dwelling	2 Cars per Dwelling	2 Cars Per Dwelling	1 Car per Unit	1 Car per Unit	1 Car per Unit
Construction Type	Wood Frame	Wood Frame	Wood Frame	Wood Frame	Wood Frame	Wood Frame Over Concrete Garage	Concrete Frame	Concrete Frame
Construction Cost Index	1.00	0.95	0.90	0.90	1.20	1.60	2.00	2.50
				Unstacked	Stacked			
					Tuck Under Parking	Podium Parking		
						Wood Frame Construction	Concrete Construction	

\*Certain senior housing types may require higher densities to be viable. The community may determine where density bonuses may be appropriate specifically for this type of housing.

## VILLAGE DESIGN

Following is a list of appropriate and inappropriate forms and design characteristics for housing within identified areas of Ramona's town center (see map from January 20<sup>th</sup> workshop). This information was gleaned from group exercises performed at community workshops on January 19 and 20, 2005. For direct quotes and written comments, please see the slide show with public comments posted on our website at:

[www.sdcounty.ca.gov/cnty/cntydepts/landuse/planning/GP2020/pubs/ramonatc/villageworkshops.htm](http://www.sdcounty.ca.gov/cnty/cntydepts/landuse/planning/GP2020/pubs/ramonatc/villageworkshops.htm)

This framework will be incorporated into the community Design Standards and will be reflected in other planning efforts, including General Plan 2020 and the custom zoning plan that is anticipated to be developed for this area.

Feature	Appropriate	Inappropriate
Housing Type	<ul style="list-style-type: none"> <li>▪ Cottages</li> <li>▪ Detached homes (or apparently detached)</li> <li>▪ Small detached homes</li> <li>▪ Multifamily <i>looks like</i> single family</li> <li>▪ Variety of types near one another</li> </ul>	<ul style="list-style-type: none"> <li>▪ Row homes</li> </ul>
Landscaping	<ul style="list-style-type: none"> <li>▪ Sdfsaf</li> <li>▪ Palm trees</li> <li>▪ Tall shade trees</li> </ul>	<ul style="list-style-type: none"> <li>▪ Unruly landscaping</li> </ul>
Building Materials & Colors	<ul style="list-style-type: none"> <li>▪ Natural wood</li> <li>▪ Mix of stucco, wood, brick</li> <li>▪ Warm colors (earth tones)</li> <li>▪ Siding (acceptable)</li> <li>▪ Lots of texture!</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stucco (solely)</li> <li>▪ Bright, colorful (common orange stucco)</li> <li>▪ Too many different materials</li> </ul>

Feature	Appropriate	Inappropriate
Site & Architectural Design	<ul style="list-style-type: none"> <li>▪ Pitched roof</li> <li>▪ Rural window panes &amp; trim</li> <li>▪ Authentic architectural detail (i.e. gables)</li> <li>▪ Front porches</li> <li>▪ Decks</li> <li>▪ Single-story</li> <li>▪ Open fencing (if any)</li> <li>▪ Small scale (fits with existing buildings)</li> <li>▪ Traditional third story element (A-frame)</li> <li>▪ Variation in building height, levels and lines</li> <li>▪ Private space (decks, courtyards, well-located windows)</li> <li>▪ Consistent architecture (per building)</li> <li>▪ Columns on front porch (proportionate)</li> <li>▪ Walkway to front porch</li> <li>▪ Meandering sidewalk</li> <li>▪ Staggered homes</li> <li>▪ Ornate rot iron gates</li> <li>▪ Side driveway</li> </ul>	<ul style="list-style-type: none"> <li>▪ Flat roof</li> <li>▪ Square, boxy, bulky</li> <li>▪ Modern</li> <li>▪ Isolated from community by fencing</li> <li>▪ Visible or emphasized garages</li> <li>▪ Lack of separation between common &amp; private space (windows peering into one another)</li> <li>▪ Uniformity</li> <li>▪ Short roof overhangs</li> <li>▪ Small lot, disproportionately large home</li> <li>▪ Spanish style- stucco with tiled roof</li> </ul>
Other Important Ideas	<ul style="list-style-type: none"> <li>▪ Create a sense of resident pride</li> <li>▪ Create opportunities for home ownership</li> </ul>	

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## JANUARY 20, 2005

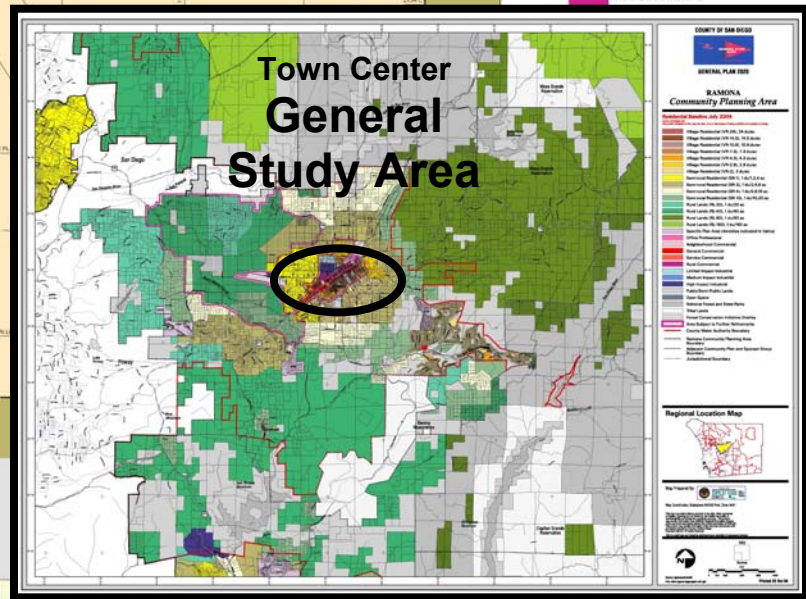
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At the final workshop on January 20<sup>th</sup>, community members identified appropriate locations for different housing types. Participants selected sites for various housing based on both community needs and foreseeable governmental requirements. A number of other factors were considered in this process, including surrounding land uses, circulation networks, and other local services and amenities.

**Exercise:** Participants used a range of maps to determine the appropriate locations for different residential uses.

**Outcomes:** A framework for residential infill was established. This vision incorporates amenities such as pocket parks and the Santa Maria Linear Park, concepts that were noted at the 2003 design workshops.

*Ramona  
Country Town  
General Plan 2020  
February 2005 Working Copy*



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# FALLBROOK REVITALIZATION

## Current Projects and Success Stories

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In March of 2000, the County of San Diego Board of Supervisors adopted the Fallbrook Economic Revitalization Plan. The Economic Revitalization Plan is an action plan for the County of San Diego developed by the citizens of Fallbrook. It is intended to direct future development policy and capital expenditures in the village area of Fallbrook to enhance economic vitality while preserving and promoting the village character and creating a pedestrian-friendly environment for Fallbrook residents, business owners and visitors.

This plan is gradually becoming a reality, as highlighted in the attached newspaper articles. Fallbrook's success in creating and adopting this plan serves as a model for the development of a similar plan tailored to Ramona's unique goals. Relevant ideas and information may also be gleaned by Fallbrook's achievements and challenges as they work to implement the plan.

For more information on the Fallbrook Economic Revitalization Plan, please visit the County of San Diego website at:  
<http://www.sdcounty.ca.gov/cnty/cntydepts/landuse/planning/GP2020/comm/ramona.htm>

## Preserving and promoting the Friendly Village

5/16/03

ERICA WARREN  
Staff Writer

FALLBROOK ---- A town hall meeting Thursday evening addressing how new design and zoning standards could preserve the Friendly Village's commercial core was received with mixed reviews.

Some retail shop owners said they felt zoning for businesses such as real estate offices in the Main Street shopping area would destroy the area's charm. Representatives of manufacturing businesses outside the downtown area said they felt expanding the zoning to allow their businesses in the central core was a great move.

Those behind the creation of the Fallbrook Economic Revitalization Plan told the more than 20 people attending the meeting at Live Oak School that the plan is only a draft. The public has until June 13 to submit written comments to county planners.

The plan proposes to boost business in the 300-acre downtown area while preserving its small town feel by changing county zoning regulations and amending design standards for buildings and roads.

Planners worked with about 60 Fallbrook residents, including business owners, local leaders and members of various Fallbrook organizations, to draw up the plan.

Approved in concept by the San Diego County Board of Supervisors in 2000, about five new "village" zones could take effect allowing a wide array of uses ---- everything from "high-end" retail and art-related manufacturing to mixing commercial and residential uses.

But the idea of a bookkeeping firm next door to his gift shop did not sit well with Budd Sutliff, owner of A Few of Our Favorite Things.

"I'm a little surprised at some of the things you would allow," Sutliff said, looking over the list. "I would think you'd want to keep the Main Street corridor retail."

The plan would allow more light industrial and indoor manufacturing businesses, a step in the right direction to one man.

"We're talking about revitalization when people just come and go," said one business owner. "Expanding manufacturing would create more jobs and keep people here. So, I'm



*Jamie Scott Lytle/Staff Photographer  
Aleck Temoshec and his sister-in-law  
Eva Risnel, both of Laguna Niguel, sit  
on a bench on Main Street in  
downtown Fallbrook enjoying the  
small-town atmosphere.*

all for this."

Another point of contention arose when Duane Urquhart, a Fallbrook builder, wondered why the citizen committee would want to make the density in the downtown 24 residences ---- most likely apartments ---- to an acre, and how the already tight parking could handle such an increase.

"When this was originally approved by the supervisors in concept, I thought the idea was to have mixed residential like a European loft or apartment above a shop," Urquhart said. "If you don't have adequate parking, how are you going to revitalize the economy if people can't get to the shops?"

The current zoning is, in fact, 40 residences per acre, said Lory Nagem, a county planner. "We don't believe we will get more residences. Theoretically, yes, they could. Realistically, no."

Don McDougal, a member of the committee that came up with the plan, said he believes it will help retain what makes Fallbrook special and that the density issue is a moot point.

"You're getting hung up on density when we've actually reduced the density, not increased it," he said.

Others felt the changes made to the document altered what was so good about the original, which was preserving the small town feel.

McDougal informed the audience many public meetings have occurred over the years since the original document was approved conceptually.

"It's not something that just changed," he said. "There were follow-up meetings to clean it up from the concept."

The Fallbrook Community Planning Group plans to review the document at 7 p.m. Monday at Live Oak Elementary School at 1978 Reche Road. Then, the county planning commission and county supervisors will take up the issue after public comment period ends in June.

To view the document, visit the Fallbrook Library at 124 S. Mission Road, or the county Web site at [www.sdcounty.ca.gov/dplu/fallbrook.html](http://www.sdcounty.ca.gov/dplu/fallbrook.html). Direct all public comments to county planner Lory Nagem at (858) 694-3823 or [lory.nagem@sdcounty.ca.gov](mailto:lory.nagem@sdcounty.ca.gov).

Contact staff writer Erica Warren at (760) 728-5511 or [ewarren@nctimes.com](mailto:ewarren@nctimes.com).

## **Planning group endorses plan for downtown**

North County Times  
May 20, 2003

PATTI MAGEE  
Staff Writer

FALLBROOK ---- Eleven members of the 15-member Fallbrook Community Planning Group Monday gave their support to a plan supporters say will preserve the commercial character of the "Friendly Village's" downtown area.

However, three members ---- Bill Bopf, Jack Wood and Mary Jane Pfeil ----- voted against the proposal, saying they wanted more time to study proposed changes. The group's 15th member was absent Monday night.

Bopf asked the group to postpone a vote until the July meeting. However, other members disagreed, saying work on these changes dates back to 1988 and it was time to move forward.

"This has been before the planning group many times," said member Eileen Delaney. "I hesitate to postpone. Things can happen when you postpone."

Chairman Jim Russell agreed.

"I understand there are new faces on the planning group, but we've had this before us five times in the last 18 years," he said. "If we don't support it, I can't imagine the county moving forward. We need to make this a reality."

Before voting, the planning group heard a presentation from county planner Lory Nagem, who also spoke before a group of community residents last Thursday. She said the plan is tailored for Fallbrook.

"This is a new type of zoning customized for Fallbrook," she said. "We hope it will serve as a prototype for other communities."

The proposal, also known as the Fallbrook Economic Revitalization Plan, would create five new so-called Village Zones for a portion of the existing business district. This would allow for a range of uses from high-end retail shops to art-related manufacturing to a mixture of commercial and residential uses.

"Each of the zones has its own individual character," Nagem said.

Don McDougal, manager of the Grand Tradition and a member of Fallbrook's Revitalization Committee, praised the plan.

"It breaks Fallbrook away from the one size fits all and creates a community that is pedestrian friendly, maintains the village character and allows Fallbrook to create its own identity," he said.

Planners worked with about 60 Fallbrook residents, including business owners, community leaders and members of various Fallbrook organizations to prepare the plan.

The public has until June 13 to submit comments on the proposal to county planners, after which the county Planning Commission and county supervisors will consider it. Nagem said she hopes the proposal can go before the county planning commission by early August.

To view the document, visit the Fallbrook Library at 124 S. Mission Road or the county Web site at [www.sdcounty.ca.gov/dplu/fallbrook.html](http://www.sdcounty.ca.gov/dplu/fallbrook.html). Direct comments to county planner Lory Nagem at (858) 694-3823 or [lory.nagem@sdcounty.ca.gov](mailto:lory.nagem@sdcounty.ca.gov).

Contact staff writer Patti Magee at (760) 728-5511 or [pmagee@nctimes.com](mailto:pmagee@nctimes.com).

## Bearing fruit in Fallbrook

The San Diego Union Tribune

### Former citrus plant may get new life as offices, restaurant and storage site By

Vincent Nicholas Rossi

March 16, 2005

FALLBROOK – The burned-out hulk of a former citrus-packing plant, a blighted scar on the town's landscape for 15 years, is on the verge of a rebirth.

In its new incarnation, the decaying building would become Citrus Plaza, a complex of offices, a restaurant and a mini-storage facility.

It would be the latest turn in a complex evolution for the local landmark. For nearly 70 years, the site was the packing plant for the Fallbrook Citrus Association, a growers cooperative that was the town's main employer and symbol of a thriving agricultural economy. In its heyday, the plant, on Mission Road between College and Beech streets, employed about 300 workers and had the town's biggest payroll.



CHARLIE NEUMAN / Union-Tribune

The former citrus plant, ravaged by a fire in 1990, has stood vacant for the past 15 years. In operation for nearly 70 years, it once had about 300 employees and the town's biggest payroll.

Ownership changes and industry consolidation in the late 1980s reduced the work force, and a disastrous 1990 fire left the building a gutted ruin. The then-owners filed for bankruptcy, putting any cleanup in limbo.

The deteriorating building remained as an unsightly magnet for graffiti as potential buyers, county officials and interested groups within the unincorporated community were unable to agree on redevelopment.

If plans by Larry Gabele, a San Diego-based accountant, and partner Vince Johnson, a commercial real estate broker based in the Los Angeles area, are successful, the old plant's image will change from embarrassment to economic stimulant. The two acquired the property in 2003.

Gabele and Bob Colbourn, the architect for Citrus Plaza, say they want to preserve as much as possible of the old packing plant's character and plan to use reminders of its past in the new structure.



An artist's illustration shows how the proposed Citrus Plaza project would transform a former fruit-packing plant in Fallbrook into a complex of offices, a mini-storage facility and a restaurant.

The project will utilize the existing building, a three-story, concrete-and-brick shell with a basement – what remains of what was once a 154,000-square-foot plant. A wooden structure that made up half of the old plant was destroyed in the fire.

"All the concrete walls and floors are staying," Colbourn said.

Citrus Plaza will feature three floors of office space. The first floor also will house a restaurant with an outdoor patio. Mini-storage facilities will be concentrated in the basement and a small portion of the first floor.

"A lot of existing brick and poured-in concrete walls can be sandblasted, giving quite an effect," Gabele said.

Photographs of the plant from its packing days will line the hallways of the lobby. Original packing-box stickers from the plant will be enlarged and used as wall posters.

Additions to the building will be done in stucco and glass, in a style architect Colbourn calls "a hint of industrial combined with a little Spanish flavor," featuring large, arched windows on all sides and a three-story lobby "with a stairway wrapping around an elevator core."

The surviving building covers about three-quarters of the block. Plans call for the remaining quarter-block to be used for parking. Separate driveways will be provided for office and restaurant patrons and for mini-storage customers to minimize parking-lot congestion.

The terraced restaurant will face the Pico Promenade, a linear park being developed by the Fallbrook Village Association to eventually link up with revitalization projects in the town center, four blocks from the plant site.

Gabele and Johnson also own several other properties in Fallbrook. "We like the area," Gabele said.

Their development plan for Citrus Plaza was unanimously approved by the Fallbrook Community Planning Group in September 2003. Final approval for the project rests with the county.

The county's planning department approved a site plan in December. The next steps are grading and architectural plans. Gabele said he expects to have both submitted this month and hopes get approvals within 60 days, which would mean a groundbreaking date in "the first part of May."

He credits members of the Fallbrook Village Association, the Fallbrook Chamber of Commerce and the office of county Supervisor Bill Horn for help with the project.

Bob Leonard, the chamber's executive director, said he sees Citrus Plaza as a "keystone to getting more investors" to come into downtown Fallbrook. He praised the developers as people "who see themselves as part of the community, not outsiders."

Vince Ross, president of the Fallbrook Village Association, said Citrus Plaza would replace a "major symbol of embarrassment" and give the site near the town center "a major shot in the arm."

Ross and the association have been involved in efforts to redevelop the packing plant since the early 1990s. Ross participated with others in attempts to acquire the site, first as a new headquarters for the North County Fire District and the county Sheriff's Department, then for a satellite campus for Palomar College. Both projects fell through.

The nonprofit village association was founded in 1992, "specifically devoted to town-center revitalization," Ross said. The group has helped to create a downtown art district anchored by the Art and Cultural Center at Fallbrook, which presents exhibits of community, regional and national artists.

A number of other art venues, programs and outdoor parks are owned, operated or supported by the association in the downtown area. Pico Promenade, which replaced an unsightly drainage channel with a three-block walkway featuring landscaping and benches, was built and is maintained by the association.

Citrus Plaza also was aided by the efforts of the association, the chamber and other community groups to get what Ross calls "the first custom zoning for our downtown." Fallbrook is the first unincorporated area in the county to get this "self-defined zoning," which allows for mixed-use developments such as Citrus Plaza, Ross and Leonard said.

Previously, the packing-plant site was zoned strictly for light industry, preventing any combination of uses. The new zoning, which was approved by the county about a year ago, made Citrus Plaza economically feasible, Ross said.

## Fallbrook leaders look to increase tourism

North County Times

March 20, 2005

FALLBROOK ---- As spring arrives today, commerce officials in Fallbrook are looking to several upcoming events, a downtown makeover, and a blooming art scene to attract tourists and local shoppers who can help the economy flourish.

On April 3, the Art and Cultural Center at Fallbrook will kick off a month-long "Art of the Flower" exhibit with a free festival showcasing work by local artists. At least in part, the festival is the first public event this year aimed at drawing out-of-towners who might spend time and money in the "Friendly Village."

Mary Perhacs, the lead administrator for the Fallbrook Arts Council, said that she sees the coordination of art and business as a logical match. In communities with thriving economies ---- La Jolla, Santa Monica, New York City's Soho district ---- art is often the catalyst, she said.

"It's a proven thing ---- art is vitality," Perhacs said Friday from her office in the second story of the Art and Cultural Center, an old drug store renovated to serve as a gallery. "It's the musicians, the plays ---- all of those."

Vince Ross, president of the Village Association ---- a nonprofit organization that has taken the lead on increasing tourism in Fallbrook ---- said Friday that his goal is not to turn Fallbrook into a copy of other upscale art destinations, but to promote the small-town atmosphere that has taken decades to mature.

"Our philosophy is, we want to keep the 'Village' a village," Ross said. "We're not looking to bulldoze any buildings."

Among the practical changes that Ross suggests could help business and tourism in downtown Fallbrook are revisions in traffic and parking rules, as well as the effort to build a hotel somewhere along Main Street.

The benefits of these changes, he said, will be twofold: more tourists and a better image with outsiders.

As it stands now, many people "don't even know that we have a nice town center with various points of interest," Ross said. "We have a lot of interesting places to visit throughout our community."

Still, there are challenges, Ross said.

"One of the problems we have is that almost all of our stores are closed on Sundays," he

said. "One of the goals is to correct that problem and have interesting things to do every weekend of the year."

Also in store is a network of signs and navigation kiosks that will direct visitors to important points, such as the Art Studios of Fallbrook or the Jackson Square cluster of specialty boutiques and restaurants.

Bob Leonard, president of the Fallbrook Chamber of Commerce, noted Friday that the Avocado Festival sponsored by the chamber each year draws more tourists than any other community event in Fallbrook. This year's festival will be held April 17.

Leonard said some of the chamber's member businesses, such as big nurseries and grocers, do not rely on tourist business. At the same, the Chamber of Commerce understands the value of building tourism.

"In general, it's a very important component because of the mixture of downtown," he said. "We have a very diverse economy in Fallbrook, meaning that the people we have in business downtown serve a number of different target markets. To some, it is absolutely critical to have tourists."

One benefit of tourism, Leonard said, is that once travelers are done enjoying the community ---- and spending money here ---- they go home.

"Tourism is one of the ways to get your economy healthier without the long-term impacts that other options have," he said, referring to growth-based models of economic strengthening that rely on an increasing population.

Ross said art is the key to drawing more tourists, and to engaging local residents who spend their weekends elsewhere. He refers to art as a "niche" and predicts Fallbrook has two years to capture it before other communities nearby begin to promote themselves as art destinations.

To that end, Perhacs and her staff at the Art and Cultural Center have taken center stage in the quest to increase the number of tourists who flow through Fallbrook each year.

"It's a great gig," she admits with a shy smile.

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